

Urban Design Study for the Eastlake District Streetscape & Pedestrian Enhancement Program

Oakland, CA



This urban design study addressed 11 blocks of two parallel commercial corridor segments in Oakland's Eastlake District, an area populated by Southeast Asian and Hispanic businesses. Improvement concepts featured new street trees, pedestrian-scale streetlights, crosswalk enhancements, transit stops, and street furniture. Alternatives were explored through two public workshops, resulting in a preferred plan used as the basis for a successful MTC/TLC grant application.

BEFORE:

- The East 12th Street and International Boulevard corridors were wide arterials with fast traffic.
- Many customers of small shops and restaurants arrived on foot but streets were hard to cross.
- Area businesses gained no identity or amenity benefit from streets other than access.



Typical conditions on East 12th Street before the project.

ASSIGNMENT:

- Conduct community workshops to provide education and obtain input on project design.
- Develop streetscape and gateway landmark concepts to enhance pedestrian comfort and safety, improve district identity, and strengthen the business environment.
- Introduce design themes to appeal to Southeast Asian and Hispanic participants.
- Ensure that concepts could be readily implemented with a high impact.
- Assist in the preparation of funding applications.

OUTCOMES

- Workshop input shaped the preferred design with tall palm trees for high visual impact, new pedestrian lighting, improved bus stops with shelters, and corner bulb-outs to shorten crossing distances.
- The project description and analysis created the basis for the grant application submitted by EBALDC and the City of Oakland.
- The grant application was successful and the constructed project (by others) has achieved a substantial placemaking impact.

Client: East Bay Asian Local Development Commission and the City of Oakland (joint project)

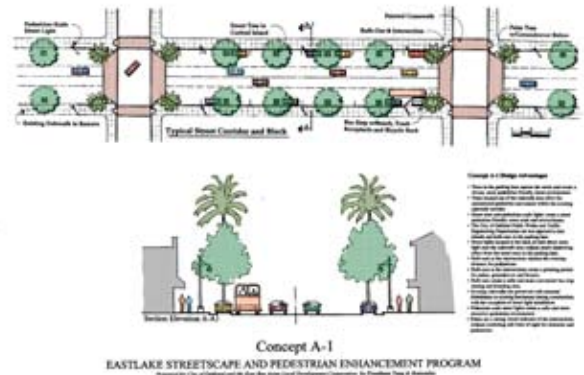
FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



View south on East 12th Street after construction of project improvements including mature palm trees set within parking lanes.



Left: Detail view of concept streetlight with thematic culture panels (Southeast Asian instruments shown).



Right: Streetscape concept to "heal" the wide arterial street proportions by introducing street trees within the parking lanes.



View of new palm tree, colored crosswalk paving, sidewalk corner bulb-out, pedestrian lighting, and streetscape furnishings.